

AMENDMENT

Please amend the claims as follows:

Please cancel claims 11 - 13. No other changes have been made herein. Nevertheless, the claims are presented herein in accord with the revised amendment format approved January 31, 2003:

1 (original). A method of vending a fluid product comprising the steps of:

labeling a container with machine-readable indicia indicative of said fluid product;
distributing an original container for said fluid product;
dispensing said fluid product into said original container;
refilling said original container; and
producing a promotional coupon responsive to said dispensing of said fluid product into said container.

2 (original). The method of claim 1 comprising the additional steps of:

selectively vending a plurality of containerized fluid products respectively into a plurality of original refillable containers from a single dispensing station, each of said plurality of fluid products having been originally vended in an original refillable container having machine-readable indicia thereon indicative of the fluid product in said original refillable container and the original sales price thereof prior to the first refilling thereof; and

dispensing a discount coupon for each refilling of ones of said plurality of original refillable containers with the matching fluid product which may be presented together with the matching

refilled container.

3 (original). The method of claim 1 further characterized by utilizing refilling apparatus comprising, in part, a vertically oriented fluid filling pipe having an outlet, being positioned over a filling opening in said original container, and connected to a supply of said fluid product, said filling pipe being vertically movable with respect to said original container and being sized to freely enter said filling opening, said filling pipe being inserted into said container through said opening until said outlet is adjacent the bottom of said container and subsequently filling said container with a preselected volume of said fluid product.

4 (original). The method of claim 1 comprising the additional step of providing, at the time of dispensing said discount coupon, at least one additional coupon.

5 (original). The method of claim 1 comprising the additional step of providing, at the time of said dispensing of said discount coupon, a graphic display of information.

6 (original). The method of claim 1 further characterized by said fluid product refilled into said container being blended from fluids stored in at least two containers.

7 (original). The method of claim 3 wherein said filling pipe is connected to at least two supplies of fluid which are blended in said filling pipe to form said fluid product.

8 (original). The method of claim 6 comprising the further step of polling a customer about

whether to dispense optional ingredients.

9 (original). The method of claim 8 wherein said optional ingredients are selected from the group of aromatic additives, flavorings, nutritional supplements and colorants.

10 (original). The method of claim 9 wherein said optional ingredients comprise a plurality of available scents.

[Claims 11 - 13 (canceled)]

14 (original). A method of distributing merchandise which benefits merchants through wider product distribution and beneficial association with another organization and which additionally benefits said organization, comprising the steps of:

generating a unique machine-readable code for said organization;

5 labeling a product container for said merchandise with said unique machine-readable code;

distributing said labeled product container to a member of said organization;

reading said machine-readable code;

filling said labeled product container; and

compensating said organization responsive to said reading step.

15 (original). The method of claim 14 wherein said step of distributing said labeled product container comprises the further steps of:

providing said labeled product container to a contact within said organization; and

disbursing said labeled product container from said contact to said organization members.

16 (original). The method of claim 14 wherein said step of compensating said organization comprises crediting said organization with a residual fee.

17 (original). The method of claim 16 wherein said organization is a non-profit organization.

18 (original). The method of claim 14 wherein said step of labeling comprises bar-coding said product container with a unique merchandise identification code and said unique machine-readable code.

19 (original). The method of claim 14 comprising the additional step of generating a unique merchandise identification code identifying said merchandise within said product container.

20 (original). The method of claim 14 wherein said filling step is responsive to said reading step.
